

# Buy Where Building Activity is Greatest!

If You Want to Make a Profitable Investment. Nowhere in El Paso is Greater Building Activity Shown Than in

## Grandview Addition

And many good homes are being erected—a fair example of the kind of homes is shown in the illustration. TEN NEW HOMES HAVE JUST BEEN COMPLETED IN GRANDVIEW AT A COST OF FORTY-FOUR THOUSAND DOLLARS.

The beauty of the location, the freedom from smoke and dust of the city—the absolute healthfulness of the surroundings is the magnet that draws the better class of home owners to Grandview.

DYER STREET HAS JUST BEEN PAVED FROM END TO END under the personal supervision of the county surveyor. This with other city conveniences and the permanency of the high class improvements in Grandview will tend to enhance the value of every lot in the addition.

We still have some excellent locations on and near Dyer street, but we will not have them long at the rate they are selling, so you'd better see us at once.

**Prices Are Still Low! Monthly Payments to Suit the Purchasers**

Phone us for an appointment and we'll show you in our autos.

## Newman Investment Company

104 SAN ANTONIO STREET.

PHONE 550

**Sole Agents**



Home of A. A. Jones

Lots 1 to 4, Block 60, Fort Boulevard, Grandview Addition  
Designers, PERRY & KIRKPATRICK, Builders

## CHRIST WAS A GREAT ADVERTISER

### MINISTER SAYS HIS APOSTLES REPORTERS

THOSE SENT TO OTHER COUNTRIES WERE CORRESPONDENTS HERALDING NEWS.

Rev. Kenneth Brown Says Churches Ought to Advertise; Bakers Advertise the Material Bread of Life; Why Shouldn't Churches Advertise the Spiritual Bread of Life?—He Had a Float in the Industrial Parade to Advertise Religion.

The miracles performed by Christ were advertised, says Rev. Kenneth Brown, pastor of the East El Paso Presbyterian Church. The Saviour sent his disciples two by two to the towns he intended to visit. Press agents are employed today to herald what is coming. Matthew, Mark, Luke and John were reporters, and Peter and Paul were correspondents who sent the news to distant peoples. Publicity is just as permissible and effective in church work as elsewhere.

Bakers advertise the material bread of nourishment; why can't we advertise the spiritual bread of life?—Rev. Kenneth Brown, pastor East El Paso Presbyterian Church.

That Christ profited by intentional publicity, that his miracles were advertised to attract unbelievers to the new faith; that when his disciples preceded him "two by two" to sections he intended visiting, they were press agents, and that the Lord's work can be as well advanced by vigorous advertising as can any other movement, is the belief of Rev. Kenneth Brown, pastor of the East El Paso Presbyterian Church at Poplar and Texas streets.

In the industrial parade Wednesday was a float with a large red heart for which were attached streamers held by sixteen children, and along the sides were banners with the inscription "The East El Paso Presbyterian Church," and a message of invitation and welcome. It was the only church represented in the procession and naturally attracted attention. Also, it recalled to many that Mr. Brown, its pastor, is in earnest in his purpose to advertise his church and the work for which it stands.

There is personality about this minister of the gospel. There is a suggestion of energy, of purpose and of executive ability to carry out that purpose. Of Scotch descent and Canadian birth, he at first chose a commercial career, but subsequently prepared at Princeton university for the ministry and was graduated from the Princeton theological seminary in 1916, having previously annexed the degrees of B. A. and M. A. And he believes in advertising religion.

"Churches Have Something to Offer." "Why not?" he queried back when asked his attitude toward this disputed ethical question. "Why not? Haven't we something to offer? Do all the people know of it? Isn't it possible some might like to try what we offer if they did know? Well?

"Christ believed in advertising. He brought to a skeptical nation a new religion, a true religion. A few heard and believed. The vast majority scoffed, ridiculed and abused. To convince them, to startle them out of their supreme egotism, something had to be done. At Capernaum in Galilee he turned water into wine at a wedding feast, he raised Lazarus from the dead, he healed the sick and lame to arise and be well—and the advertising brought results. Results came to him willing to hear the attraction because of their faith.

Runners to Advertise Saviour.

"Communication between communities was slow. Runners by land and ships by sea made slow progress. But from town to town, from country to country, Christ preached a world-wide message. So while four of his disciples took notes as reporters of what was happening day by day, others were assigned to cover the news to those whom it desired should have it if the same avenues of communication existed.

Christ Set the Example.

"With the example of Christ before

### Sunday School Float in Os-Aple Advertising Pageant



us, why should we not 'boost' our work? Christ sent his disciples 'two by two' ahead of him on his travels to prepare for his coming. Is there any doubt that they did press work for him, that they started talk of his miracles and saw that their reports got as much circulation as was possible? I believe they did just that, because they were loyal followers and their mission was public. Peter did the general press work to the church in general, detailing the progress made, creating enthusiasm by his descriptions of the evocations and of the growth of the movement. To James and John was assigned the spiritual letters and we have proof that they were competent and did their work well.

When we hold revival meetings are we not advertising just as much as when a merchant has an expert in a certain line of his business to interest his customers? The revivalist is a specialist. He is advertising religion. And results have proved that this advertising pays.

"Advertise the Bread of Life." "Bakers advertise the material bread of nourishment. Why shouldn't we advertise the spiritual bread of life?" Manufacturers spend fortunes to prove that what they produce is what they can do what they can in every way they can to prove that happiness is to be found through right living. I wanted that float in the parade and I believe it not only did us good, but did the cause good. It may have recalled to many spectators memories of other and clearer days when they were with in the fold of some church. That memory aroused is possible of unlimited good.

"We shall continue to advertise our church. Publicity has always resulted in growth," declared Mr. Brown, in conclusion.

A monthly paper is published by Dr. Brown that is sent to every address obtainable where it can possibly do good. Recently the pastor conned the telephone directory and thereafter mailed to every family within walking distance of his church a folder with an invitation to attend services.

Parade Float for Sunday School.

The two-story brick which the church occupies has a map's reading room, a social hall and a gymnasium in the basement. The last named adjunct is not for the boys alone, but for the girls as well. It is equipped with the usual apparatus—rings, bars, ladders, trapeze and a punching bag, for Dr. Brown is breeding manliness along with godliness. And all of it he is advertising. It is a plant for the making of Christian men and women, and its life is not going to be hidden under a bushel.

REV. KENNETH BROWN.

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### EL PASO'S NEIGHBORING CITIES WIN THE LAURELS FOR THE BEST SHOWING IN THE GREAT PAGEANT THAT CONCLUDES THE ANNUAL FALL CELEBRATION IN EL PASO—THE MOTORCYCLE AND FRATERNAL DIVISIONS WERE ATTRACTIVE.

(By N. M. Walker.)

A golden sun, setting behind a range of black mountains, reproduced the jubilee colors Friday night as the parade to the Os-Aple pageant, the closing and crowning event of the fifth annual jubilee.

It was a splendid closing for a fine week of celebration. Military and civil life in El Paso and Fort Bliss united to form a moving panorama of color and color. Led by the military forces at Fort Bliss, the parade moved on time and was an hour passing through the downtown streets, which had been roped off and were excellently policed for the big closing pageant.

To the neighbors of El Paso—Las Cruces and Juarez—goes the credit for the finest displays in the big parade. Much was expected of the Mesilla valley, and no one was disappointed. The Las Cruces division was all that the enthusiastic boosters of the upper valley had claimed, and more. Juarez was a pleasing surprise to the crowds which witnessed the parade. Led by a Mexican military band in full regiments of red and blue, the Juarez float was drawn by Aztecs and represented the earliest civilization of the Mexican people. This float and the Las Cruces division were cheered from end to end of the parade.

#### Fraternities Well Represented.

Fraternities of El Paso were another new feature in the parade. The Elks, Moose, Redmen and Woodmen were represented in the parade and the Elks and Moose, Redmen and Woodmen were represented in the parade, and the Elks and Moose had a large portion of their active membership in line in uniforms. The Redmen wore Indian costumes and had a float with children and a tape on it. The Elks wore Mexican straw hats and carried canes. They wore white coats, trimmed in purple, the lodge colors, and carried Mexican canes. The Woodmen had a float symbolic of the mysteries of the order. Many of the lodges rode in automobiles, decorated in the colors of their orders.

The high school float deserved most favorable mention. The students of the school have worked hard to make the high school section of the parade a credit to their school, and they were highly successful. Fortunate in the selection of jubilee colors, which were those of the high school, the students made the most of their luck by having their float drawn by big horses with orange festoons on the harness, canopies over the floats in the same colors. A football team with sweaters in the jubilee colors, and a crowd of students doing a night shift parade with orange and black nightsticks over their street attire. They gave yells for their school, for the reviewing officers and for everyone in general. The E. F. M. L. boys in decorated automobiles, also made a good showing.

Indians From Las Cruces.

The Van Patten Indians from Las Cruces gave a touch of the realistic to the Indian jubilee parade. These Indians were brought here as a part of the Las Cruces division and were

in charge of Col. Eugene Van Patton, the white father of the tribe. These Indians, men and women, appeared in their tribal costumes and did their corn dances along the street to the delight of the crowds. These Indians worked hard to do their part in making the Mesilla valley section a success and deserve a large share of the credit for the upper valley demonstration.

A touch of the patriotic was given to the gala night pageant by the appearance of the steepled and gray-haired Confederate veterans riding in open carriages decorated in American and Confederate flags. These veterans carried out were original and unique. A touch of the great war were given an ovation along the entire line, even the Mexicans from the Juarez side, appreciating the significance of the heroes in the open carriages.

**Motorcycle Division.**

The Motorcycle club was a new addition to the Os-Aple parade this year. The motorcyclists were handicapped by having to run their machines slowly, but the ideas which the motorists carried out were original and unique. Mutt and Jeff appeared in the motorcycle division. A train of toy cars followed the motorcycle club. The motorcycle club was a new addition to the Os-Aple parade this year. The motorcyclists were handicapped by having to run their machines slowly, but the ideas which the motorists carried out were original and unique. Mutt and Jeff appeared in the motorcycle division. A train of toy cars followed the motorcycle club.

#### The Military Division.

The parade was led by the county

constables and mounted city police force, who cleared the line of march ahead of the parade.

Gen. Edgar Z. Steever, commander of the department of Texas, wearing a broad sash of satin ribbon, led the entire parade as grand marshal. Capt. George S. Simonds was chief of staff to the general, and J. A. Hopper was assistant grand marshal. Lieut. William C. Gardenhire was aide to the commanding general. The aides to the grand marshal were H. S. Potter, C. F. Leomia, W. E. Race, Emmett Hines, E. H. Yale, Winchester, Cooley, W. I. Dooley and T. M. Winget. Col. Frank West of the Second cavalry led the first division of the parade. Col. D. A. Fredricks of the Third cavalry led the infantry brigade of the military division. The first battalion of the 13th infantry, less company Z, appeared first, headed by the crack 23d regiment band. The machine gun platoon and field hospital corps brought up the rear of this brigade. The second cavalry band led the cavalry brigade and a mounted trumpet corps followed the band. Battery B of the Third field artillery followed, and company I of the signal corps was behind the artillery.

#### The Cavalry Section.

The first squadron of the Second cavalry with their beautiful new horses came next, then the third squadron of the Third cavalry and the third squadron of the 13th cavalry.

A Mexican band headed the second division of the parade, which was in command of J. Frank Cole, as marshal. In an open carriage rode Mayor C. E. Kelly and aldermen Samuel Blumenfeld, Percy McGhee and Walter S. Clayton. They wore silk hats and frock coats. The carriage was heavily festooned with orange and black colors. Chief Os-Aple (Britton Davis) rode behind the mayor, wearing his war paint.

(Continued on next page.)

## CRUCES AND JUAREZ WIN TWO BIG PRIZES

Prizes were awarded in the Os-Aple jubilee parade by the judges as follows:

Best out of town municipal display—Cap. Las Cruces Elks club.

Best out of town feature—Cap. Juarez.

Most unique feature in parade—Cap. Las Cruces Indians.

Club or fraternal organization having most men in line of march—First prize, cap. Juarez; second prize, cap. Elks.

Best decorated gasoline runabout—First prize, cap. Bob Moore; second, J. L. Andrade.

Best decorated gasoline touring car—First prize, cap. Mrs. Z. B. Clardy; second prize, cap. Fred Vincente Huppel.

Best decorated single buggy—Cap. Miss Hazel Johnson and Ralph Clardy.

Best decorated gasoline runabout—Best mounted man in parade—Bridle, T. M. Winget.

Best decorated buggy, two horses—Lap robe, M. Baer and Miss Rosa Jeffers.

Best decorated hack—Pair of shoes, Mrs. W. C. Davis and children.

Best decorated trolley—Pair of shoes, Talley club entry.

Best decorated motorcycle—First prize \$25, W. S. Doble and W. E. Holman, keynote trade excursion second prize, leather motorcycle belt and lamp, H. W. Shield, "Yonbu." White arches covered with white chrysanthemums and white dove a-wing before the float.

Best decorated in American colors—Fourth prize, motorcycle inner tube, William Leitch, black Teddy bear.

Best decorated automobile—Benz eight motor and cap. L. E. Huhle, of Las Cruces.

Horsewoman, best riding—Black comb, Miss J. J. Frost, Fred Feldmann, Mrs. Mark B. Thompson, of Las Cruces, Y. M. C. Mrs. W. S. Tilton and Mrs. George Wallace.